

Fig. 1
(Prior Art)

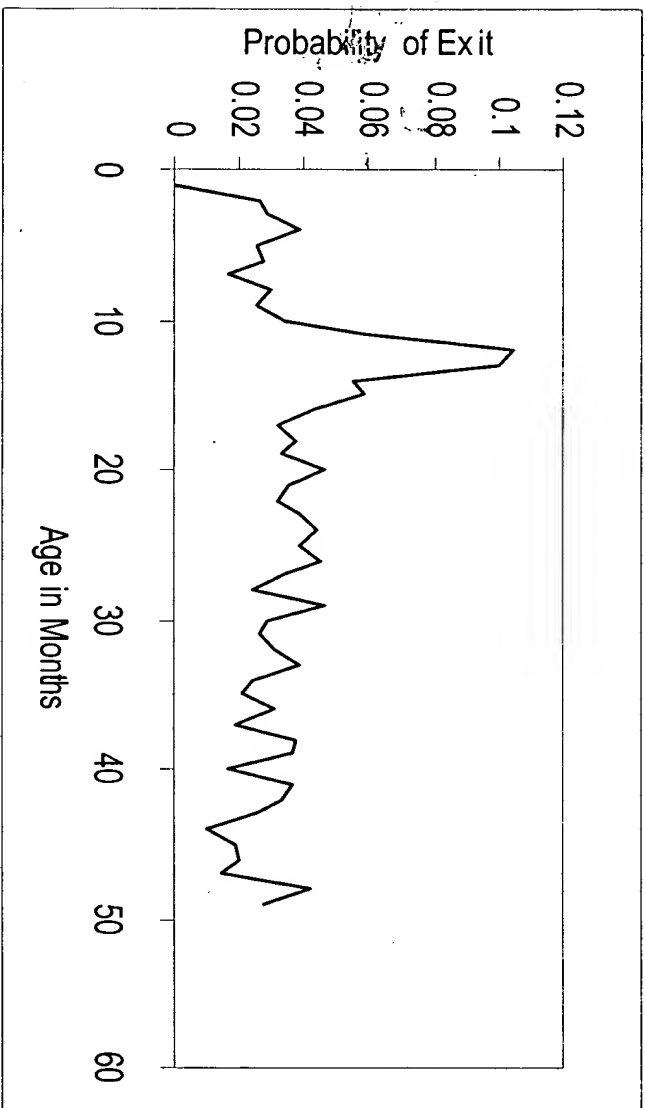
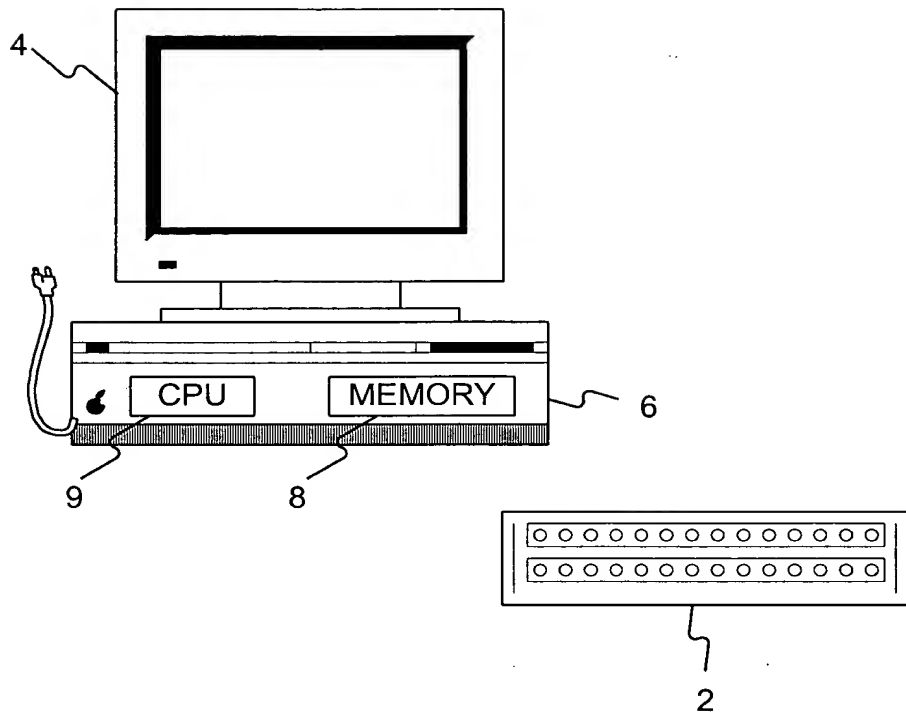
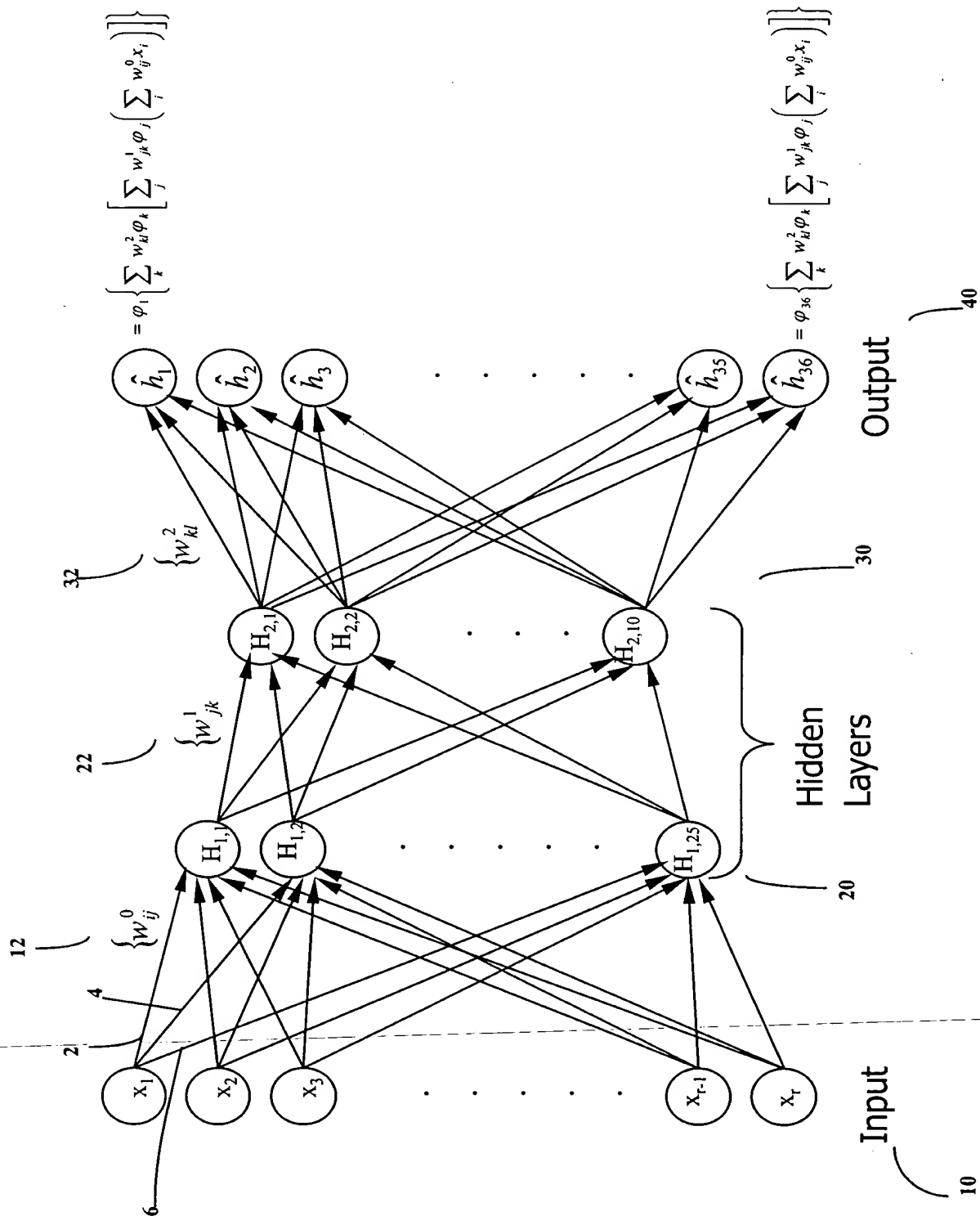


Fig. 1a



100

Fig. 2



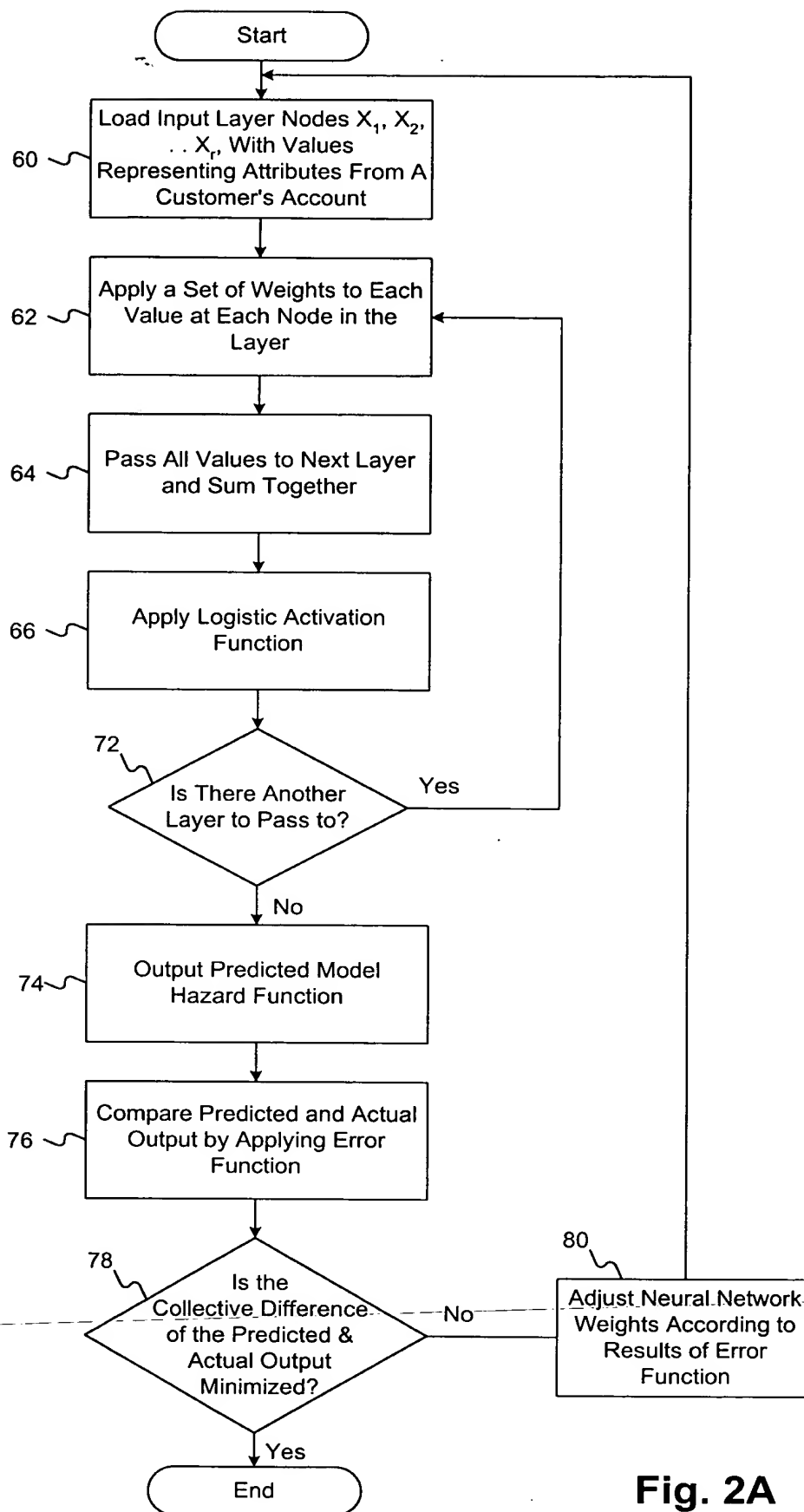


Fig. 2A

Fig. 3

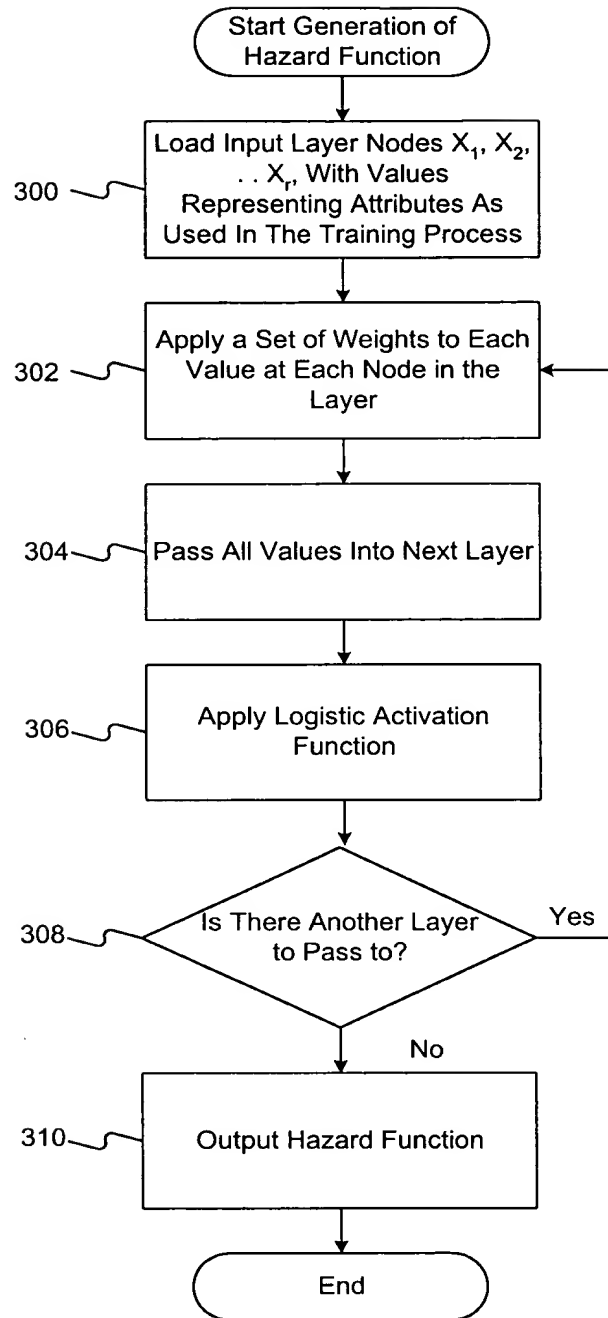
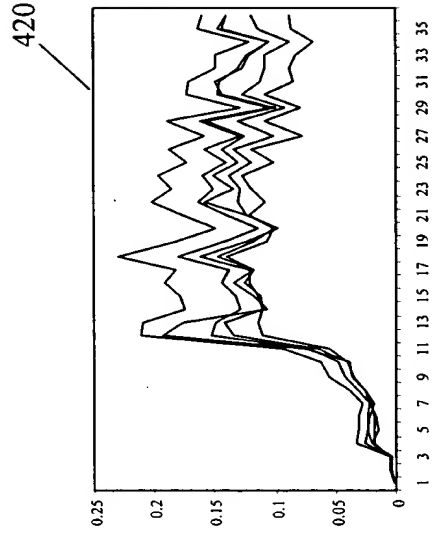
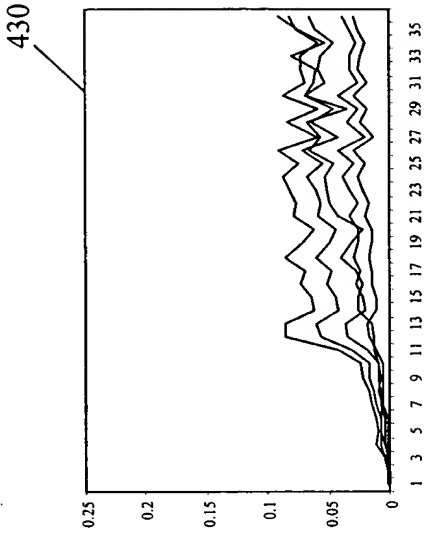
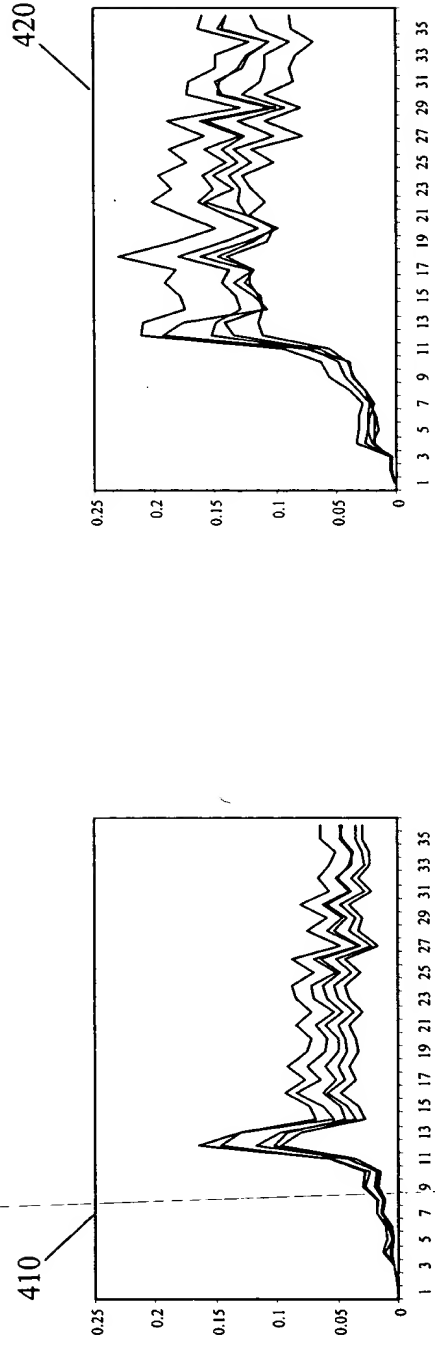
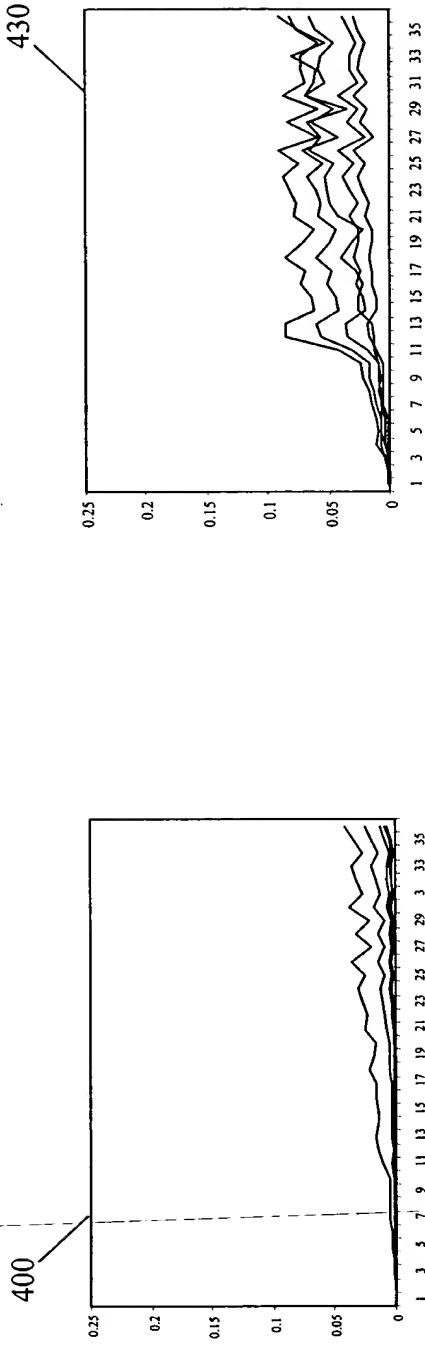
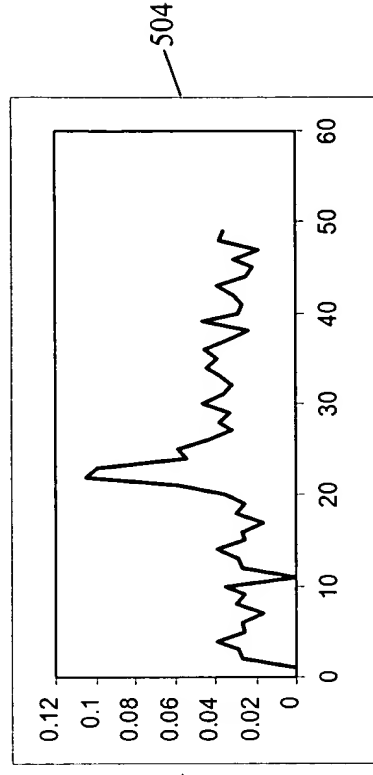
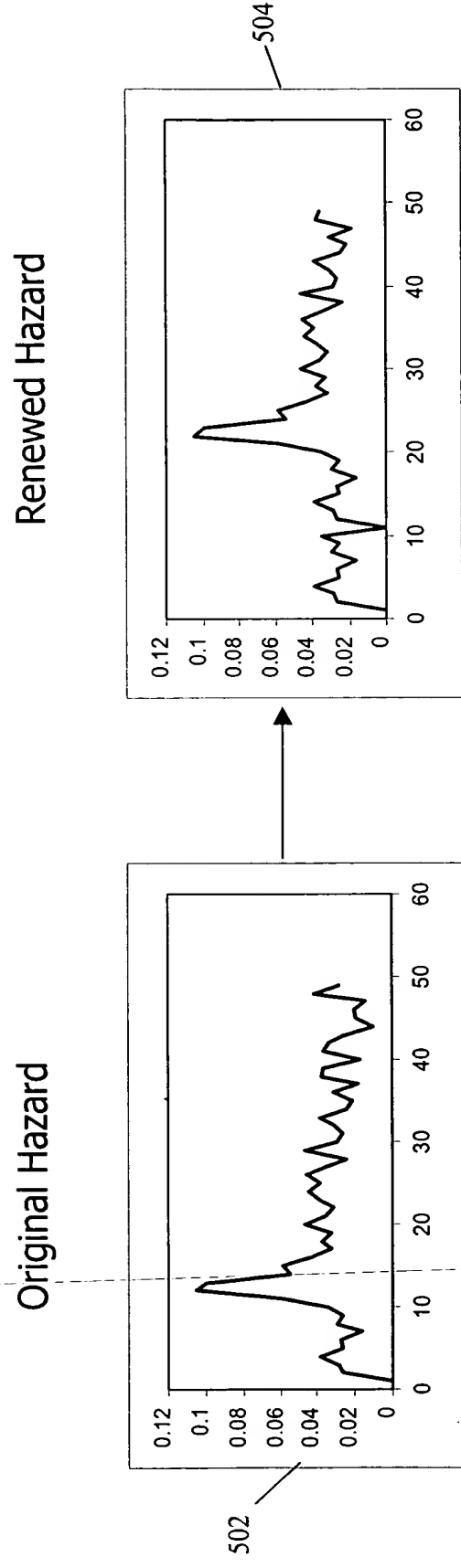


Fig. 4



Gain in Lifetime value (GLTV)



GLTV = Increase in Remaining Lifetime X Expected revenue

$$\text{GLTV for Segment} = \sum \text{LTG for customers in segment}$$

Fig. 5